

# ORGANISING CUSTOMER SUPPORT

CircleOne Case study



## The Problem Statement

### Modules Used

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- 1 - Email Management
- 2 - Ticketing
- 3 - CRM

They are a leading Technology Consulting and Outsourcing organization and a system integrator to a large number of international organizations across Americas, Asia Pacific, Africa, Middle East and Europe, with cost-effective technology offerings. They receive a lot of client communication on mail. These communications are related to ongoing projects and new requests. A slip in communication meant customer experience getting hampered and also direct impact on revenue.

The requirement was to have a solution that was dynamic & flexible to measure the efficiency of the team and the overall effort spent on every account.

# Resolving it with CircleOne

Quick to Deploy, easy to scale solution

To start with, the solution was implemented with 20 support executives located in different parts of India. The pandemic situation also required that the application was available for the executives to access from remote locations. The implementation of CircleOne was quick as it required only configuring and training the team on the application. The immediate benefit was tasks were allocated automatically between the executives without any clash or duplication of work. Another important aspect which had revenue impact was logging of effort. Capturing of the number of hours for every ticket meant that the billing was clear without any disputes. With CircleOne the central leadership had visibility on the productivity and workload of every executive.

Going ahead the organization is expanding the team and wants to manage multiple teams on CircleOne based on the Account or type of issues.

The organization is a technology firm itself but looked at Bluewhirl as a partner to deliver a dynamic scalable solution in a short timeframe while they focused on their core business.

## *The highlights :*

- *The flexibility and control in the hands of the team to configure and make changes on the application.*
- *Automated priority setting based on the the customers email content.*
- *Dynamic workflows Multiple SLAs*
- *Scheduled auto ticket creation.*
- *20% increase in revenue due to SLA management and tracking of agent effort.*
- *25% improvement in CSAT.*